

**Working Title: Area Outreach, Diversity and Equal Opportunity (ODEO) Program Manager**

**A. INTRODUCTION:**

The incumbent serves as the Outreach, Diversity and Equal Opportunity (ODEO) Program Manager for the assigned Area/National Agricultural Library (NAL) and reports directly to the Area/NAL\* Director. Day to day oversight of the incumbent's activities (technical supervision) may be delegated to the Associate Area Director. As Program Manager, is responsible for providing program management and analysis, technical advice, and counsel to the Area Director, Associate Area Director, and other Area supervisors and managers on various programs/initiatives related to Outreach, Diversity, and Equal Employment Opportunity/Civil Rights. The incumbent is responsible for implementing, promoting, administering, and analyzing Area-wide ODEO initiatives. The incumbent also collaborates with the Office of Outreach, Diversity, and Equal Opportunity, on agency-wide initiatives and reporting requirements.

\*All subsequent references to the Area/NAL will be referred to as the "Area".

**B. DUTIES:**

As ODEO Program Manager, the incumbent serves as an advisor to the Area Director on all activities related to outreach, diversity, and equal employment opportunity. Additionally, serves as a sounding board for Area supervisors and employees on outreach, diversity, and equal employment opportunity matters. As appropriate, coordinates with the Headquarters ODEO Office and other Area Offices on cross-cutting initiatives.

**1. Management of Area Affirmative Employment and Equal Opportunity Programs**

- a. Manages the affirmative employment program for the Area and, in this capacity, has full responsibility for the development of the Area inputs for the EEOC-mandated Affirmative Employment Program Plan (presently titled the MD-715). Advises Area and Location leadership on the plan's data and recommends future action. The MD-715 inputs serve as a blueprint for the Area in assessing its goals for recruiting and retaining a diverse workforce. The incumbent is responsible for compiling the Area report submission, including writing the Executive Summary, a detailed analysis of the Area MD-715 data.
- b. Reviews and analyzes data from the MD-715 in order to identify potential barriers to full employment of under-represented groups within the Area; identifies and monitors individual Location and Area employment demographic trends (hiring, separations, promotions); defines equal employment challenges within the Area and proposes specific action items to remedy them; analyzes organizational practices and employment patterns to determine their impact on equal employment. Monitors

**Working Title: Area Outreach, Diversity and Equal Opportunity (ODEO) Program Manager**

- progress of hiring, retaining, and promoting individuals in the targeted categories (e.g., minorities, females, and the disabled), and identifies potential concerns in the trends for discussion with the appropriate Location, Center, or Area Management.
- c. Serves as an advisor to management on Area-specific employment data and compiles periodic reports on gains and losses in targeted occupations using a variety of methods. Reports successes and failures of action plans and related efforts. Incumbent uses this information to develop future plans.
  - d. Monitors progress on Area initiatives related to affirmative employment and EEO. Shares “best practices” with the ODEO Office staff and other Area ODEO Program Managers. Collaborates with counterparts and ODEO Office to assure approaches are consistent with overall agency goals. Conducts staff-level studies, initiates and conducts projects, and participates in planning sessions with the Office of ODEO and other program officials at the Location, Area or Headquarters level.
  - e. Collaborates with the Area Director, Associate Area Director, Deputy Area Director, and Location leadership in addressing affirmative employment goals, and advises Area Director and managers on strategies for achieving the goals.
  - f. Communicates regularly across the Area on ODEO related topics including the Director’s annual policy statement and other AD communications dealing with ODEO topics.
  - g. Serves as a primary resource for the Area Director, Area supervisors, and Area employees for general information on EEO and Civil Rights. When requested, provides information about complaint procedures and refers employees to the ODEO Office where the counseling arrangements are handled. Serves as an EEO observer on search panels to ensure compliance with and sensitivity to EEO.

**2. Management of Area Outreach Efforts**

- a. Manages Area-specific outreach programs and activities, and collaborates with the ARS Office of ODEO on Agency-wide outreach initiatives.
- b. Serves as Area resource on Special Emphasis Program (SEP) activities and designated monthly observances/celebrations. Monitors and assesses efforts of the Area SEP Managers (SEPMs) assigned collateral-duty activities, and may serve as SEPM for one or more programs.

**Working Title: Area Outreach, Diversity and Equal Opportunity (ODEO) Program  
Manager**

- c. In support of USDA, ARS, and Area-specific initiatives, establishes and maintains contact with USDA Liaisons at 1890s schools and Hispanic Serving Institutions (HSI), or with equivalent level contact persons at Historically Black Colleges and Universities (HBCU), Hispanic Association of Colleges and Universities (HACU), Tribal Colleges (TCU) and vocational rehabilitation offices to promote ARS and to solicit qualified applicants for employment opportunities. Also identifies possible collaborative opportunities with minority-serving colleges and universities in the Area.
- d. Develops and promotes ARS recruitment outreach with various professional organizations, targeting specific underrepresented populations by establishing working relationships with their membership. This may require the incumbent to participate in meetings and/or conferences with these organizations.
- e. Collects, monitors, and assesses Area information on outreach activities. Prepares quarterly reports documenting the Area outreach efforts.
- f. Advises Area Director on Area and ARS Office of ODEO award programs. May prepare draft nominations for signature of Area Director.
- g. On behalf of the Area Director, works with Location staff and Headquarters Disability Program Manager to facilitate the efficient processing of reasonable accommodations/accessibility requests within the Area.

**3. Management of Area Recruitment and Training Initiatives related to EEO/Diversity**

- a. Works with Area management and the Office of ODEO to assess and define the need for training on EO/CR issues, and to develop training plans. Ensures that training is meaningful and effectively communicates equal employment opportunity policies and programs. Conducts, or arranges for training as determined to be appropriate. May develop training plans to increase awareness of outreach, disability employment, reasonable accommodation, sexual harassment, and advantages of diversity employment. Shares training successes with counterparts in other Areas and the Office of ODEO to facilitate use of “best practices” throughout the Agency. Also takes the lead for the Area in conducting Agency and Department mandatory training. Prepares reports on training efforts to document attendance, feedback, as well as to satisfy any Agency/Department instructions.
- b. Identifies informational needs and interests of Area employees in the area of ODEO. In response to the needs identified, disseminates available articles and literature.

**Working Title: Area Outreach, Diversity and Equal Opportunity (ODEO) Program Manager**

May prepare communications on ODEO related topics for dissemination within the Area. Ensures that Area ODEO web page is regularly updated.

- c. Manages and assesses Area-specific ODEO initiatives, and collaborates with the ARS Office of ODEO on Agency-wide initiatives.
- d. Manages the Area Diversity Task Force, or other committee(s), devoted to ODEO activities.
- e. Serves as an advisor to the Area Director and managers on the effectiveness of the agency's recruitment and employee retention programs. Also collaborates with the Office of ODEO Recruitment Branch on Agency recruitment initiatives.
- f. Manages Area sponsored student employment programs (internships, apprenticeships, etc.) within the Area. This may include recruiting students and mentors, and tracking of program participants. Conducts annual analysis and evaluation of the program(s) effectiveness, and may prepare written report(s) or presentation(s) of those findings. Also monitors and tracks Student Career Experience Program (SCEP) participation within the Area, encouraging use of this program as a recruitment and outreach tool, educating supervisors on the advantages of the SCEP non-competitive conversion features, as well as a mechanism to conduct targeted recruitment.

**C. EVALUATION FACTORS**

**1. Knowledge Required by the Position (FLD 1-7: 1250 points)**

Knowledge of USDA, ARS, Area/Location programs and services.

Comprehensive knowledge of Federal EEO principles, laws, regulations, policies, procedures and relevant decisions to develop, implement, monitor, and evaluate civil rights programs, SEP, and diversity initiatives.

Knowledge of affirmative employment programs to analyze issues and information, and to develop specific strategies to attract and retain underrepresented groups.

Skill in analyzing employment and workforce trends in order to measure the effectiveness of various program initiatives.

General knowledge of Federal human resources policies and practices including appeals and grievances, labor relations, position classification, position management, recruitment,

**Working Title: Area Outreach, Diversity and Equal Opportunity (ODEO) Program  
Manager**

and staffing in order to respond to general questions and to identify where to obtain expert technical advice or assistance to answer questions, solve problems, or understand technical personnel issues.

Knowledge of the kinds of management actions, employment practices, and conditions that could constitute barriers to equal employment opportunity.

Skill in written communication to provide advice and assistance on program related matters, and draft EEO/CR policy statements, training materials, and reports.

Skill in oral communication in order to effectively express ideas and facts to individuals or groups; make clear and convincing oral presentations; and facilitate an open exchange of ideas.

Skill in using computer and software applications, including word processing, spreadsheet, and database software, to retrieve, organize, create, and present information.

Knowledge of conflict resolution and mediation principles and theories to provide advice to management and employees.

**2. Supervisory Controls (FLD 2-4: 450 points)**

The incumbent is under the general supervision of the Area Director. The Area Director provides general direction on assignments in terms of generally stated ODEO policies, goals, and broad objectives. The Director ODEO serves as the reviewing official on the incumbent's performance evaluation and the incumbent coordinates with the appropriate ODEO Office staff on agency-wide initiatives/reports (i.e., MD-715 inputs).

The incumbent independently designs, plans, and organizes the program; plans and performs day-to-day work; determines the general approach and methods to use; monitors progress; and evaluates program accomplishments.

Completed work is reviewed in terms of fulfillment of assigned objectives and achievement of broad program goals.

**3. Guidelines (FLD 3-3: 275 points)**

Guidelines include the applicable laws, Agency regulations, Executive Orders, Federal policies, management directives, EEO manuals, and precedent situations and courses of action. Guidelines are often general and do not apply directly to all ODEO programs. The incumbent uses considerable judgment and ingenuity in interpreting guidelines to

**Working Title: Area Outreach, Diversity and Equal Opportunity (ODEO) Program  
Manager**

formulate Area-wide ODEO policies and to design ODEO programs which meet specific ODEO goals for the Area and agency. The incumbent is recognized as an authority on managing and analyzing these programs.

**4. Complexity (FLD4-3: 150 points)**

The incumbent supports the Area Director in all aspects of the Area ODEO program including designing, planning, managing and evaluating various initiatives; evaluating program effectiveness; developing detailed program goals; and making long-range plans. The program focuses on identifying and influencing change to policies and practices in order to facilitate the elimination of barriers to equal employment opportunities. The incumbent must respond to a variety of Area-specific ODEO challenges such as underrepresentation of minorities, women, and people with disabilities in professional and managerial positions; career mobility and full utilization of skills in lower and middle level positions; exploration of sources for recruitment for managerial and professional positions; and possible modification of existing positions to increase employment/advancement opportunities of targeted and underrepresented groups (women, minorities, and people with disabilities). Advisory recommendations include the Area response to agency-wide goals and objectives and proposed action plans items designed to eliminate the underlying causes of problems.

Determining what needs to be done is based on in-depth analysis of the workforce, including demographics unique to Area Locations, and agency policies and practices that affect employment. Advice is made in context of conflicts between existing management policies and practices and EEO/CR program requirements, and the need to set priorities within the resources available.

Creativity is required in deciding and recommending action to achieve the best results for the Area. This involves making modifications to existing methods and approaches as conditions warrant and sorting relevant facts from a vast array of information.

**5. Scope and Effect (FLD 5-3: 150 points)**

The purpose of the work is to provide leadership and management support for the Area ODEO activities including program planning and evaluation, workforce planning and utilization, analysis of the effectiveness of the EEO program, diversity initiatives, and various outreach and retention programs in meeting Area and Agency goals. The advice, guidance, and recommendations provided are used by the Area Director in the establishment of overall policy; in specific response to unusual issues and non-routine requests; and in resolving identified barriers to full employment of under-represented groups. This effort involves an extensive degree of coordination with Area management,

**Working Title: Area Outreach, Diversity and Equal Opportunity (ODEO) Program Manager**

the serviced locations, Headquarters Office of ODEO, other Headquarters components, and various outside organizations such as cooperators, universities, or special interest groups.

The work affects the Area and the Agency's success in achieving a diverse workforce which interacts in a productive and harmonious manner. This counsel significantly affects decision-making of management at the Location and Area level in the recruitment and retention of staff. The position also impacts long range policy and planning activities of the Office of ODEO with respect to outreach and recruitment to the Agency.

**6. Personal Contacts (FLD 6-3: 60 points)**

Personal contacts are with other staff members, top and middle managers, supervisors, and individual employees within the Area, staff of the ARS Office of ODEO, and other professional peers within ARS. Additional contacts outside the Agency include other Federal agencies, state offices (especially state vocational and rehabilitation offices), universities/community colleges, K-12 schools, community and other public/private groups. The nature of each contact is different, depending on the person contacted and the situation.

**7. Purpose of Contacts (FLD 7-2: 50 points)**

The purpose of contacts is to (1) proactively promote the Area's and agency's employment and program opportunities and (2) provide advice, guidance, and assistance on recruitment, retention, diversity, and outreach issues; on ODEO program and procedural issues; on gathering information and analysis of data for reports; and on training needs and activities and as appropriate to develop relationships with USDA liaisons at 1890 Schools, Historically Black Colleges and Universities (HBCU), Tribal Colleges and Universities (TCU), and Hispanic Serving Institutions (HSI), and others in similar positions, and to establish a network of stakeholders who will assist in identifying candidates for ARS vacancies.

**8. Physical Demands (FLD 8-1: 5 points)**

Regular and recurring work performed involves sitting at a desk, sitting in conferences and meetings, or riding in an automobile or public transportation. No special physical demands are involved in performing this work, except for occasional lifting of boxes containing outreach materials.

**Working Title: Area Outreach, Diversity and Equal Opportunity (ODEO) Program  
Manager**

**9. Work Environment**

**(FLD 9-1: 5 points)**

Regular and recurring work is performed in a work environment that involves normal everyday low risks or discomfort typical of offices. Work areas are adequately lighted, heated, and ventilated. Some travel may be required.

**Other Considerations (Check if applicable)**

- ☐ Supervisory Responsibilities (EEO Statement)
- ☐ Training Activities - Career Intern, Student Career Experience Program
- ☐ Motor Vehicle or Commercial Driver's License Required
- ☐ Pesticide Applicators License Required
- ☐ Safety Officer Collateral Duties
- ☐ Radiological Protection Officer Collateral Duties
- ☐ Environmental Management Officer and Member Collateral Duties
- ☐ EEO Collateral Duties
- ☐ Drug Test Required
- ☐ Vaccine(s) Required
- ☐ Financial Disclosure Required
- ☐ Special Physical Requirements/Demands
- ☐ Special Agency Check (SAC) and limited background investigation required for Research Leader positions
- ☐ SAC and full background investigation required for positions working with BSL-3 (or higher) agents, or in BSL-3/BSL-4 facilities.
- ☐ Other:

**Total points = 2,395**

**Grade Conversion = GS-11 (2,355 – 2,750 points)**